

PACT4SKILLS
2021-1-CY01-KA220-HED-000031113
TRAINING PROGRAM

TUTORIAL 2
Digital Products and Services

2. DIGITAL CULTURAL HERITAGE



- 2.1 Definitions
- 2.2 The Digital revolution / Participatory Culture
- 2.3 Digital Culture
- 2.4 Digitization
- 2.5 The Digital Media & Digital Experiences
- 2.6 Digital Tools
 - 2.6.1 Virtual Reality
 - 2.6.2 Augmented Reality
 - 2.6.3 Serious Games
 - 2.6.4 Multivision Technologies
 - 2.6.5 iBooks and eBooks

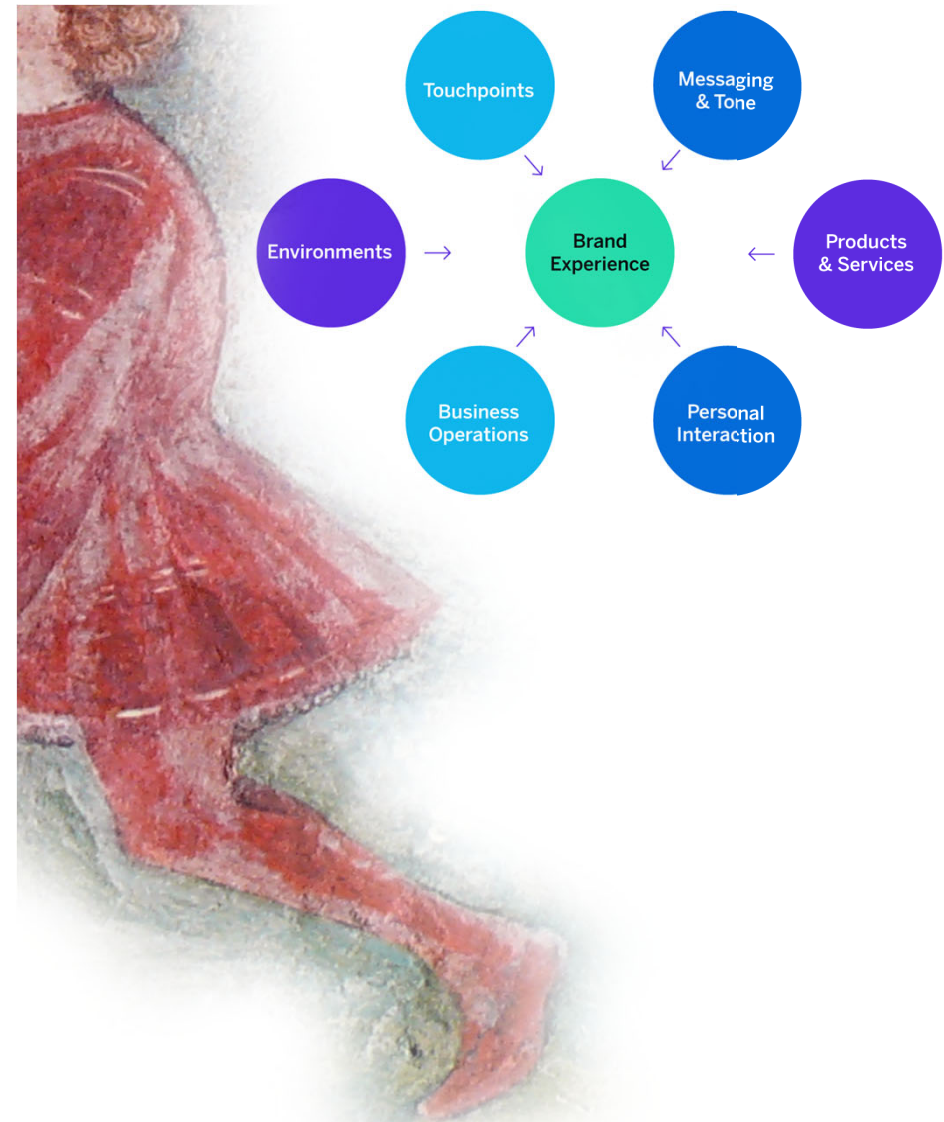
2.1 Definitions

EXPERIENCES

interactions with time-space, people, and tangible –intangible
product and services

2.1 Definitions

- Physical
- Cognitive
- Emotional
- Digital
- Economic
- Social



2.2 Participatory Culture



- Information Search/Evaluation/Trashing
- Viral Information Distribution
- Loss of Cultural Capital

➤ killing - rewarding the producer

2.2 The Digital Revolution

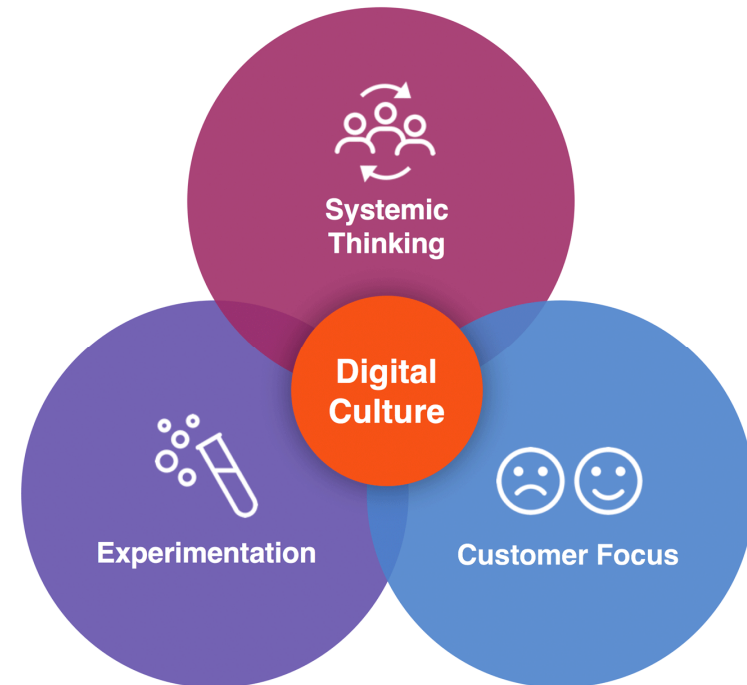
- The digital revolution provides means to our ability to use symbols, which allows the audience set out on the path to a work of art, to history, to culture to appropriate a degree of knowledge he did not have before.
- Knowledge is always a traumatic process, caused by the condition of thaumazein, the existential upheaval of which Aristotle spoke.
- It means generating an imbalance and moving from a consequent imbalance to a new, more advanced and solid balance, reconfiguring the old information with the new in a new scheme.

2.2 The Digital Revolution

- to manipulate static data creating a visual concept starting from any image from the real world, from archives, or from an imaginary vision we have in mind;
- to produce drafts as part of the final project, so “digital” changes the plan procedures reducing the production time making texting more efficient and results more accurate;
- to introduce the possibility to browse through a vast set of contents under the condition to have enough knowledge to be clear about the objectives
- to eliminate any distance and any distribution cost changing business model and social approach;
- to disseminate through a new management and marketing for cultural sector creative events in a vast and connected social environment.

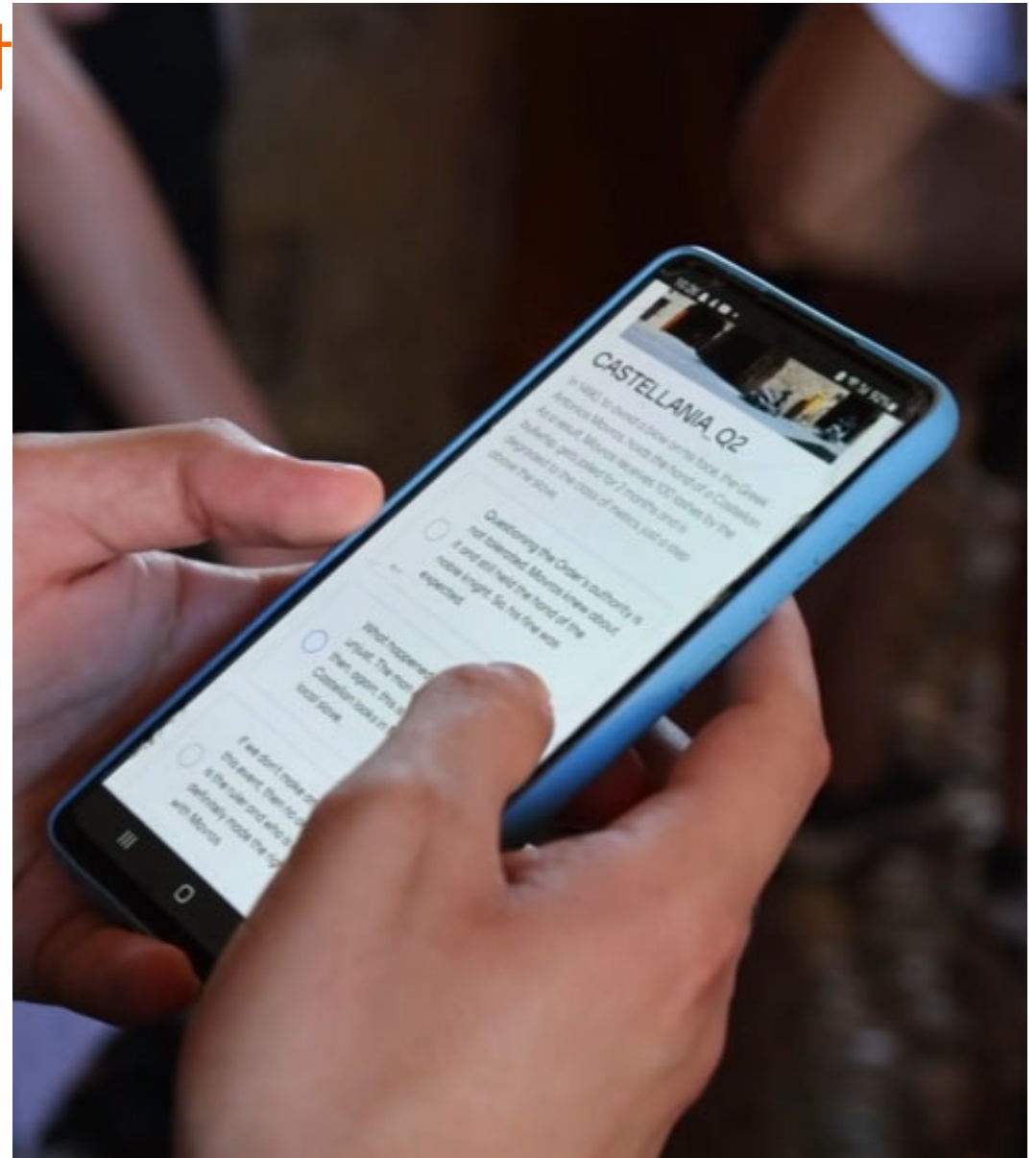
2.3 Digital Culture

- THE LEGACY
- DIGITISATION AND PRESERVATION
- CULTURE ONLINE
- CULTURAL COMMUNICATION
- THE CULTURAL INVESTMENT
- THE EXPERIENCE DESIGN
- THE CULTURAL CAPITAL



2.3 Digit

- THE LEGACY
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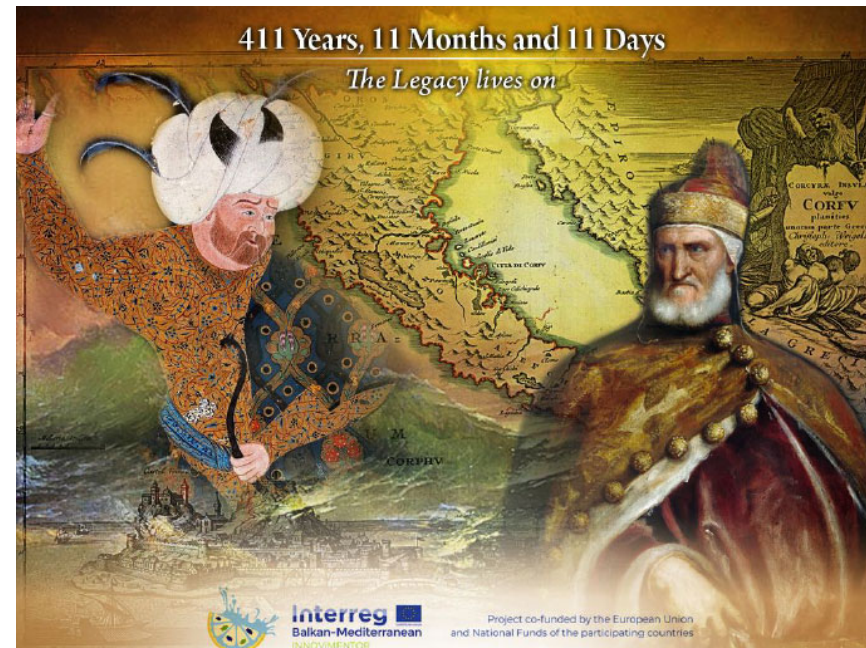
2.4 Digitization

EUROPEANA

- Digitization
- Preservation
- Open access

USES

- Cultural Investments
- Visitor Experience
- Cultural and Creative Industry



Photographer: Vlassis Tsionos
Series Editor: Dorothea Papathanasiou
eBook creator: Aldo Di Russo
Published by: CULTUREPOLIS

"The Bread, the Sword and the Wings" courtesy by Aldo Di Russo.
First Prize Award in the category World Heritage Sites at the 12th International Tourism Film Festival Art and Tour 2019
This publication is aligned with the principles and guidelines of the European Audio-visual and Media Services Directive, the Faro Convention of the Council of Europe and the EUROPEANA guidelines for IPR.

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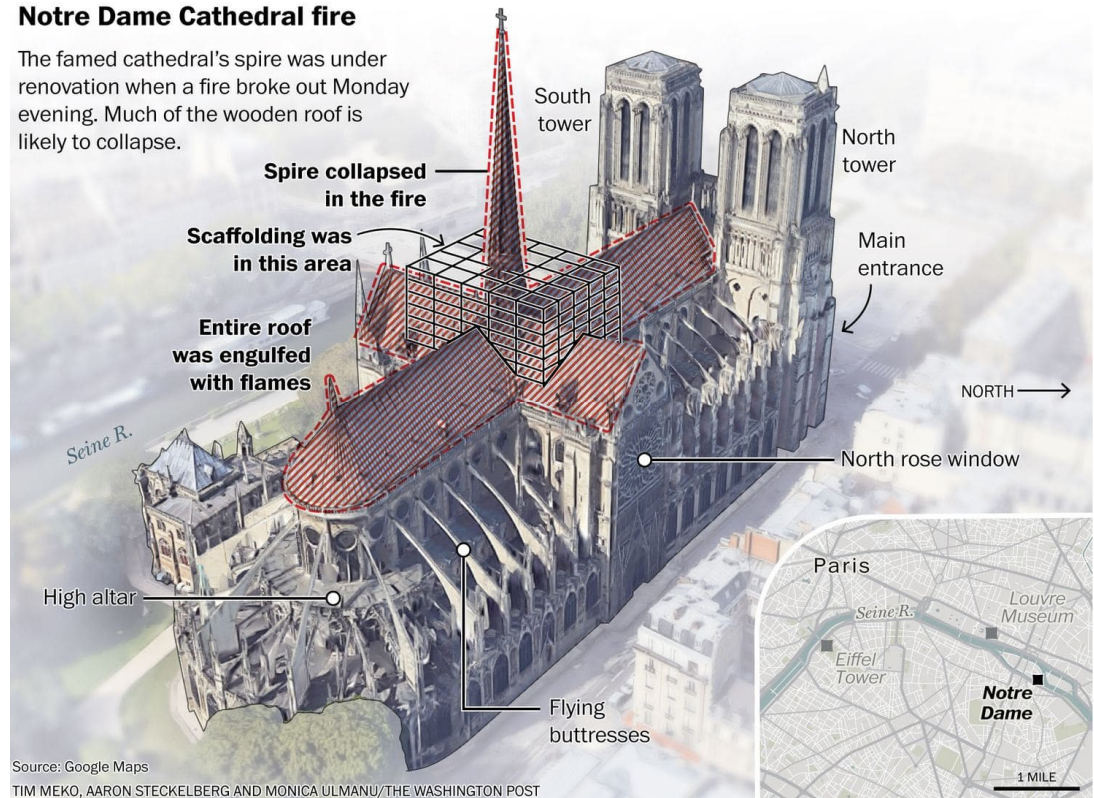
Interreg Balkan-Mediterranean INNOVIMENTOR
Project co-funded by the European Union and National Funds of the participating countries

2.4 Digitization

- A terrible fire that caused great damage struck Paris' Notre Dame Cathedral in April 2019. Although the cause of the fire was not determined, unintentional causes were subsequently ruled out.
- The fires also damaged the windows and vaulted ceilings in addition to destroying the roof and spire.
- The ongoing cathedral renovations serve as a perfect example of the advantages of digitalization in construction.

Notre Dame Cathedral fire

The famed cathedral's spire was under renovation when a fire broke out Monday evening. Much of the wooden roof is likely to collapse.



2.4 Digitization

- Built between the 12th and the 14th centuries, the Roman Catholic cathedral is one of the best specimens of French Gothic architecture.
- Its many different architects and renovators over the course of its many centuries of existence infused their vision into the masterpiece through handwritten drawings.
- These records, however, **are no longer available** to Notre Dame's contemporary architects and renovators. Fortunately, they have 3D digitalization, which is an even greater tool.



2.4 Digitization

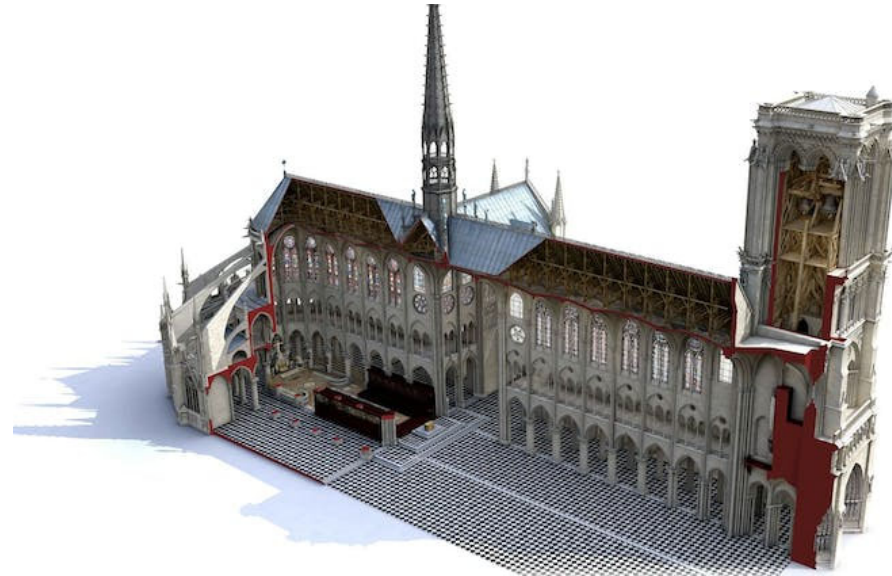
- The company **Art Graphique Patrimoine** completely 3D digitized Notre Dame between 2014 and 2016, using an exceptional tool for all of the project managers of the location. This model allowed architects to thoroughly recreate the reconstruction process while studying the timber frame that was damaged in the fire.
- The public organization in charge of the cathedral's preservation and restoration and **Autodesk France**, a well-known producer of 3D design, engineering, and entertainment software, have inked a sponsorship deal.



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2.4 Digitization

According to the two companies, "this cooperative and intelligent work style enables construction site participants to benefit in real-time from a shared and scalable 3D database that pulls together the rich information necessary for the smooth conduct of these operations."



2.4 Digitization

- **What we forget:** digital culture is not about scanning, or about models.
- **Its about people**



2.4 Digitization

EUROPEAN AUDIOVISUAL MEDIA SERVICES DIRECTIVE



2.4 Digitization

EUROPEAN AUDIOVISUAL MEDIA SERVICES DIRECTIVE

- Article 16: Promotion and Distribution of European Heritage Works
- 20-30% quota for both TV service providers and video-on-demand service providers in their catalogues ('Netflix quota').
- User protection whether they are watching a film on traditional TV or on on-demand TV
- The transparency rules for advertising, especially on product placement and sponsorship, will now also apply to video-sharing platforms

2.4 Digitization

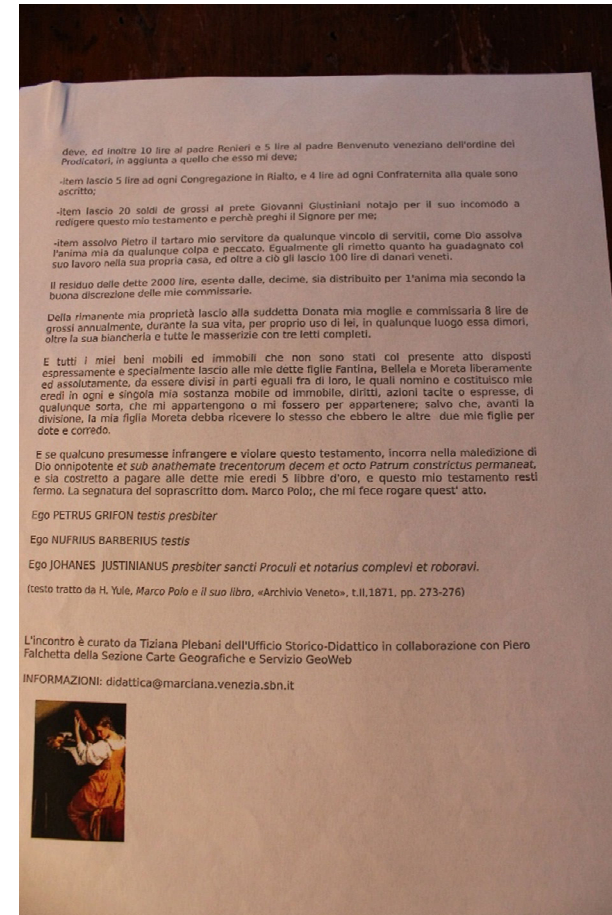
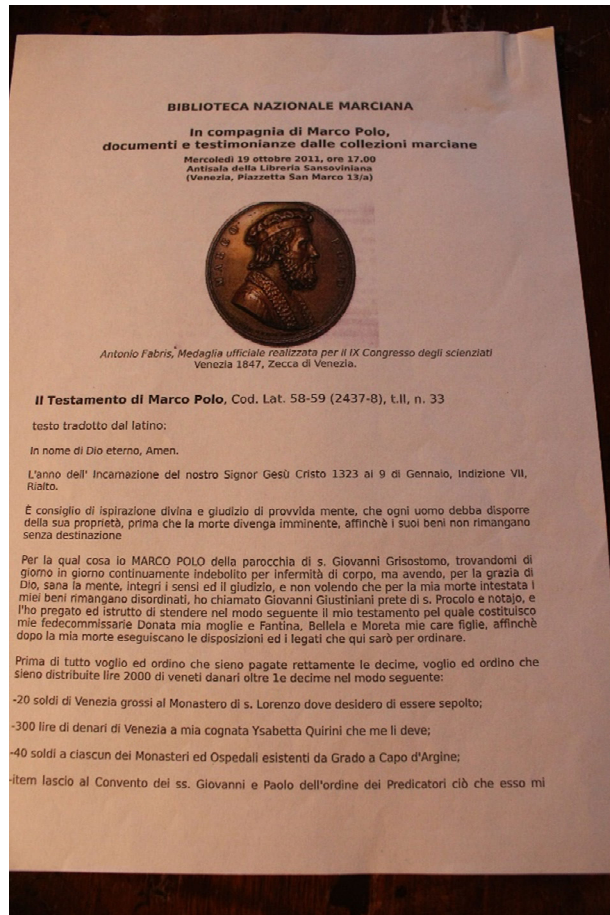
- The rules apply to user-generated videos shared on platforms like Facebook, when providing AV content is an essential functionality of the service
- Services such as YouTube will fall under the scope of the revised AVMS Directive.
- AV content shared on social media services will also be covered by the new deal.
- Stronger rules against hate speech and public provocation to commit terrorist offences, that prohibit incitement to violence or hatred and provocation to commit terrorist offences in AV media services as well as on video-sharing platforms.



2.4 Digitization



2.4 Digitization

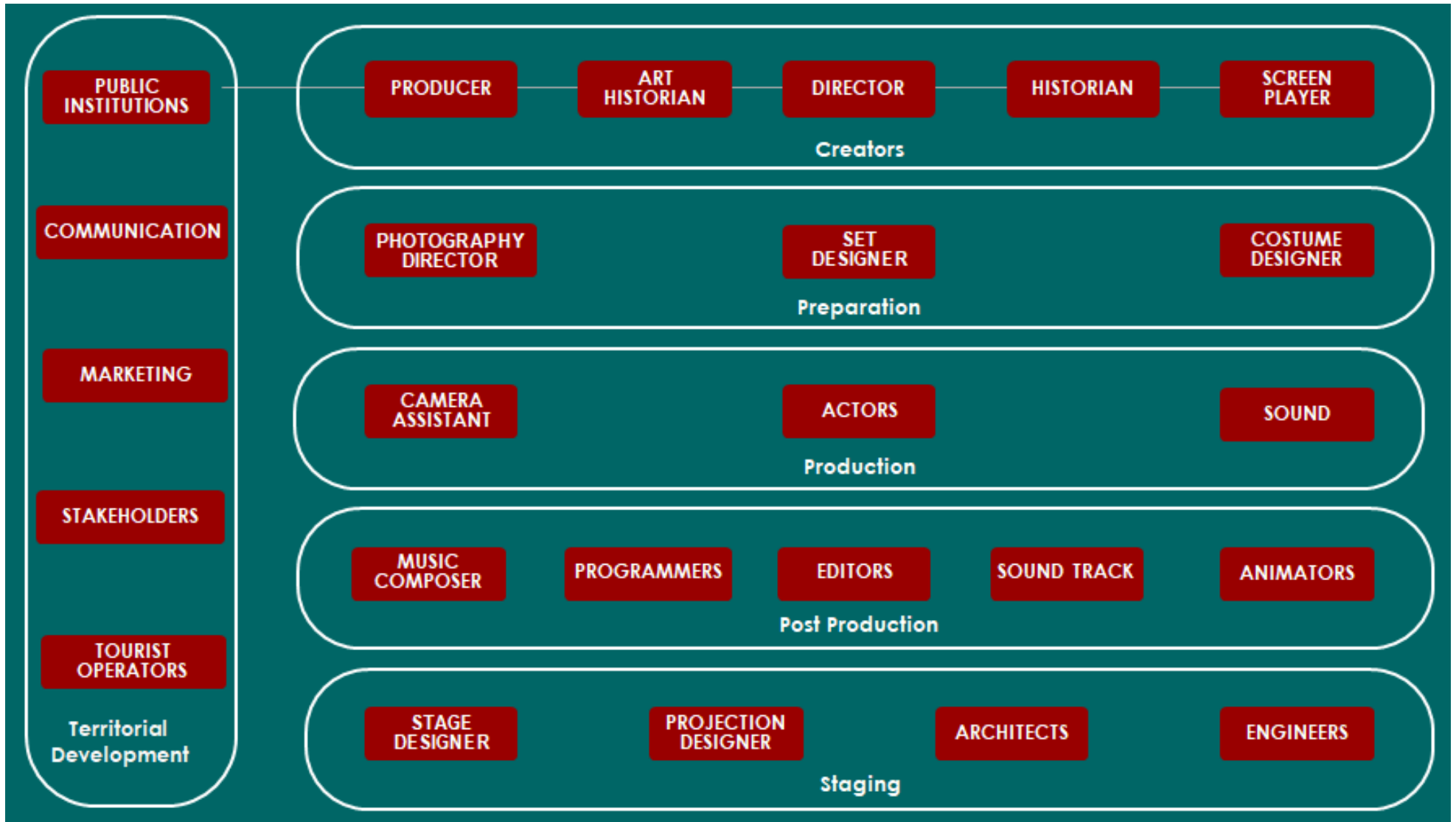


The Will of Marco Polo

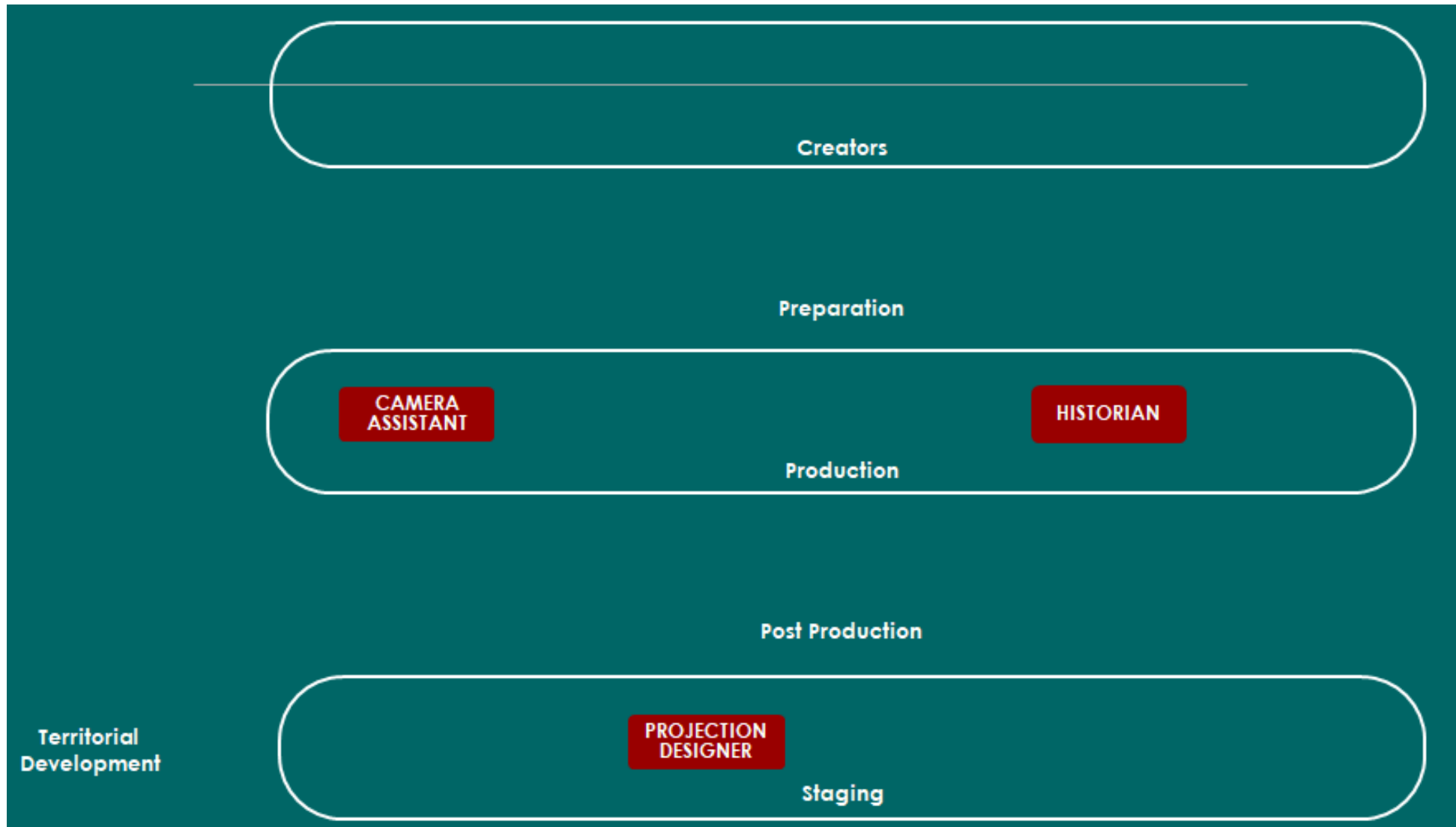
2.5 The Digital Media

- Electronic publications
- Software of any kind (from translators to web apps, to mobile games)
- Records of activities
- Electronic databases with various themes (e.g. cultures, history, geography etc.)
- Educational information (academic e-journals, iBooks, etc.)
- Artworks (music, film)
- Digital museums
- Onsite and mobile apps
- Products of entertainment etc.

2.5 The BBC Model



2.5 The Public Investment



2.6 Digital Tools

2.6 Digital Tools

2.6.1 Virtual Reality

2.6.2 Augmented Reality

2.6.3 Serious Games

2.6.4 Multivision Technologies

2.6.5 iBooks and eBooks

2.6.2 Augmented Reality



2.6.1 Virtual Reality





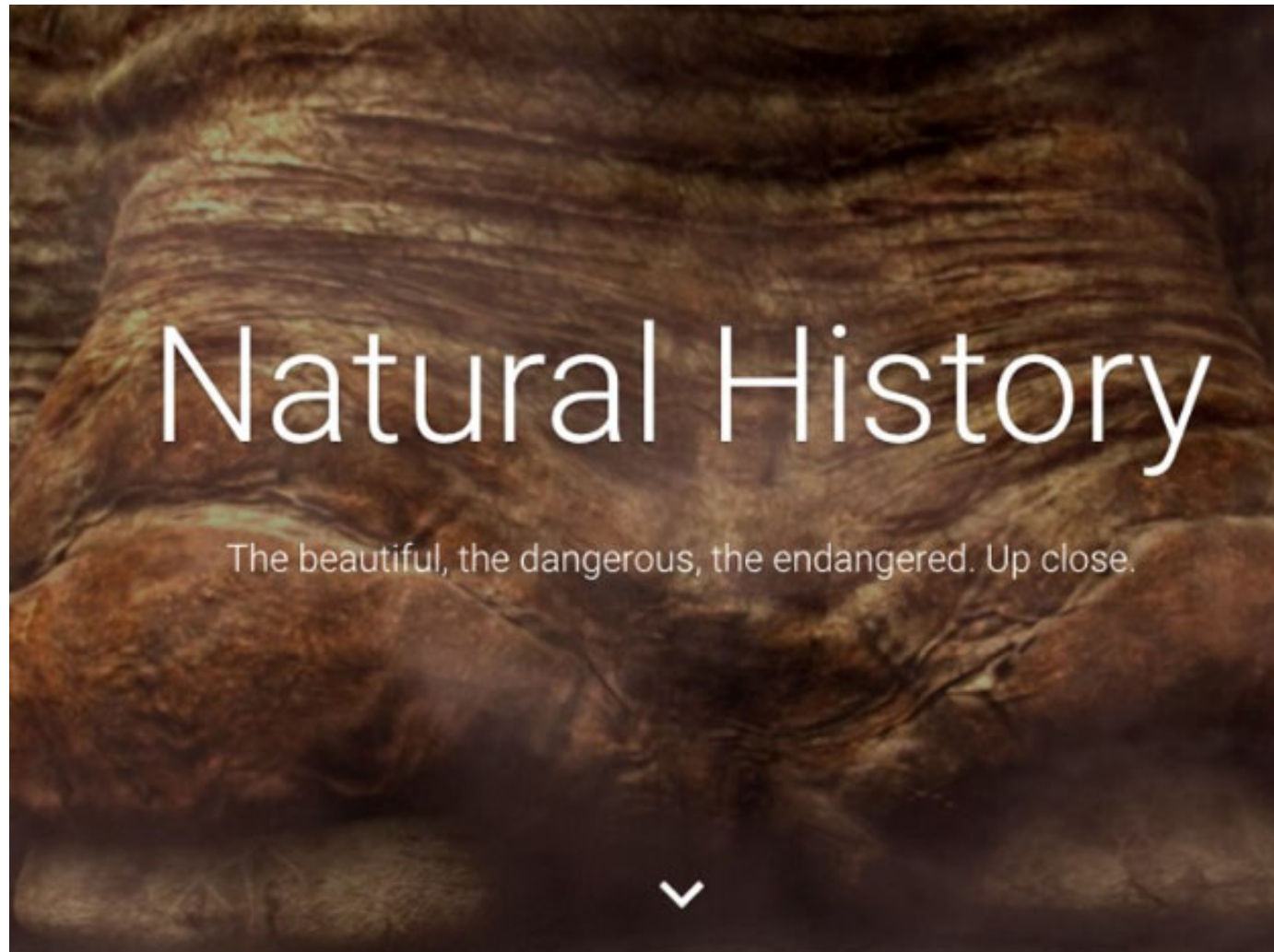
TATE GALLERY THE MODIGLIANI EXHIBITION

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2.6.2 Augmented Reality

- increase engagement in learning by augmenting historical and cultural locations
- augmented exhibition content for premium museum/gallery visitors
- virtual tour guides for specific city tours (i.e. cultural, food & drink, historical)

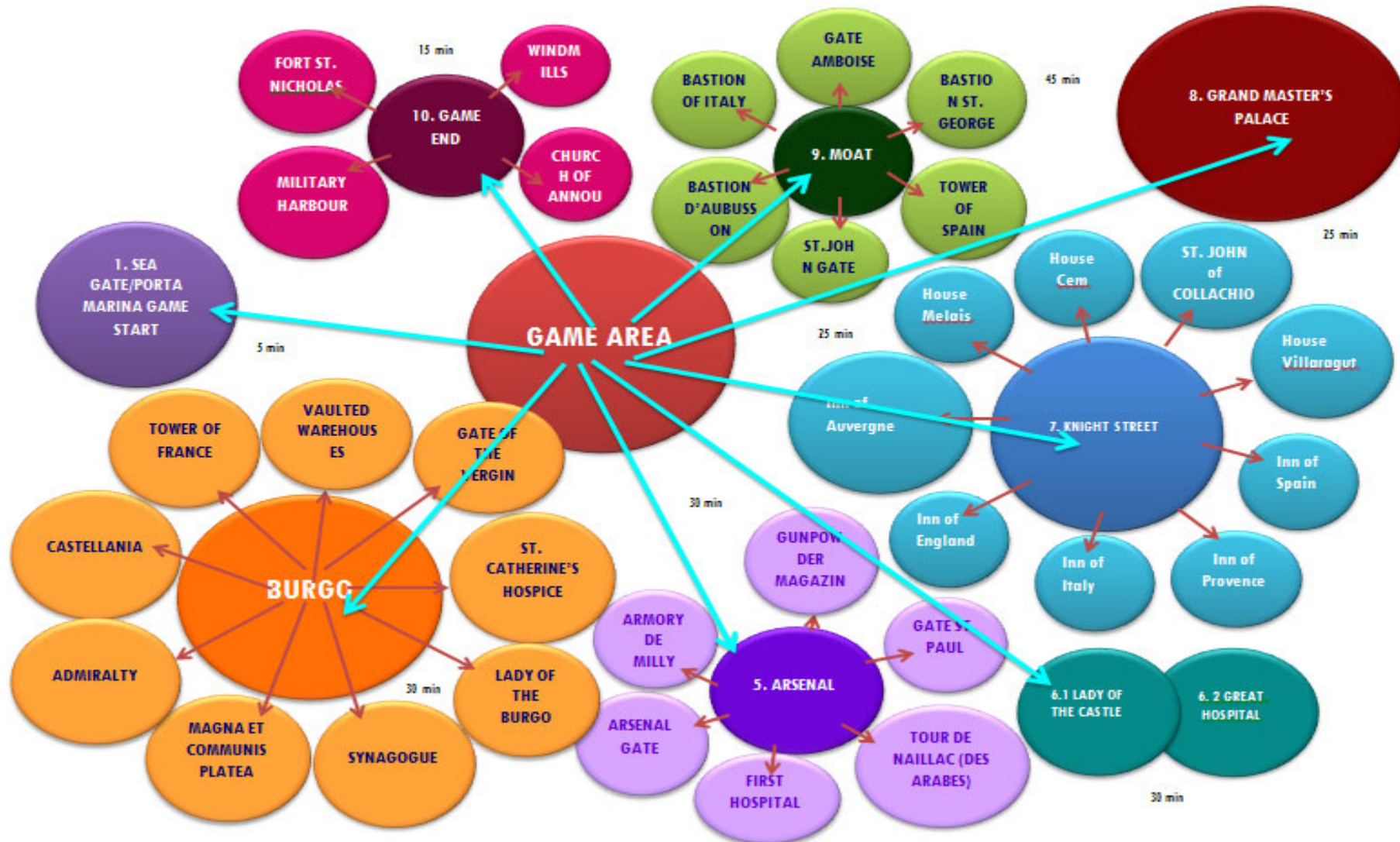
2.6.2 VR or AR?



2.6.3 Heritage Games



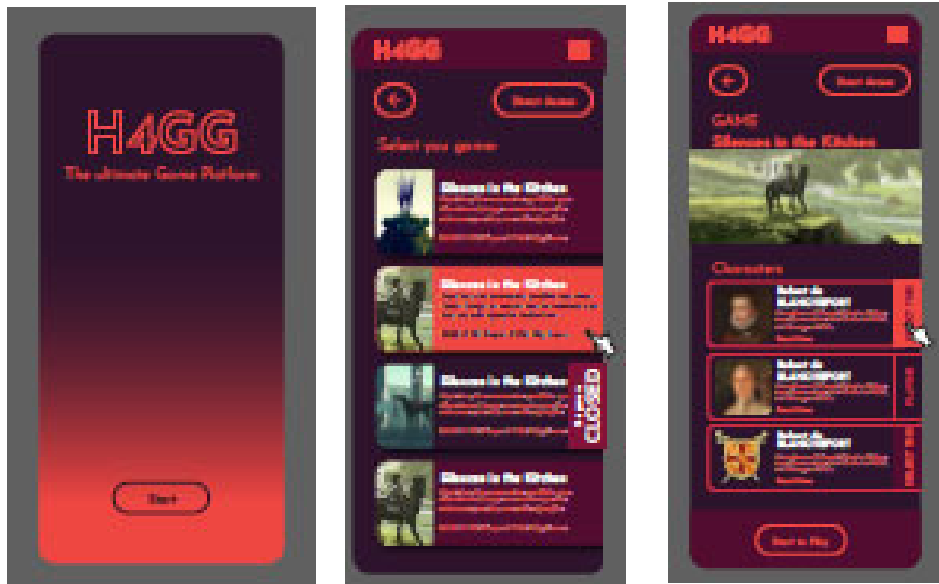
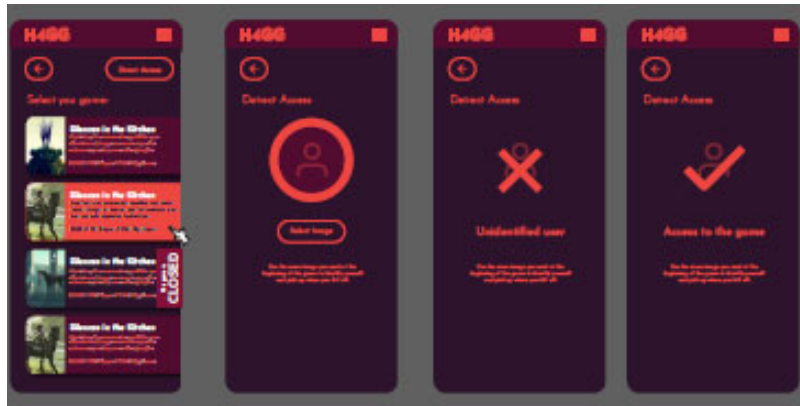
2.6.3 Heritage Games



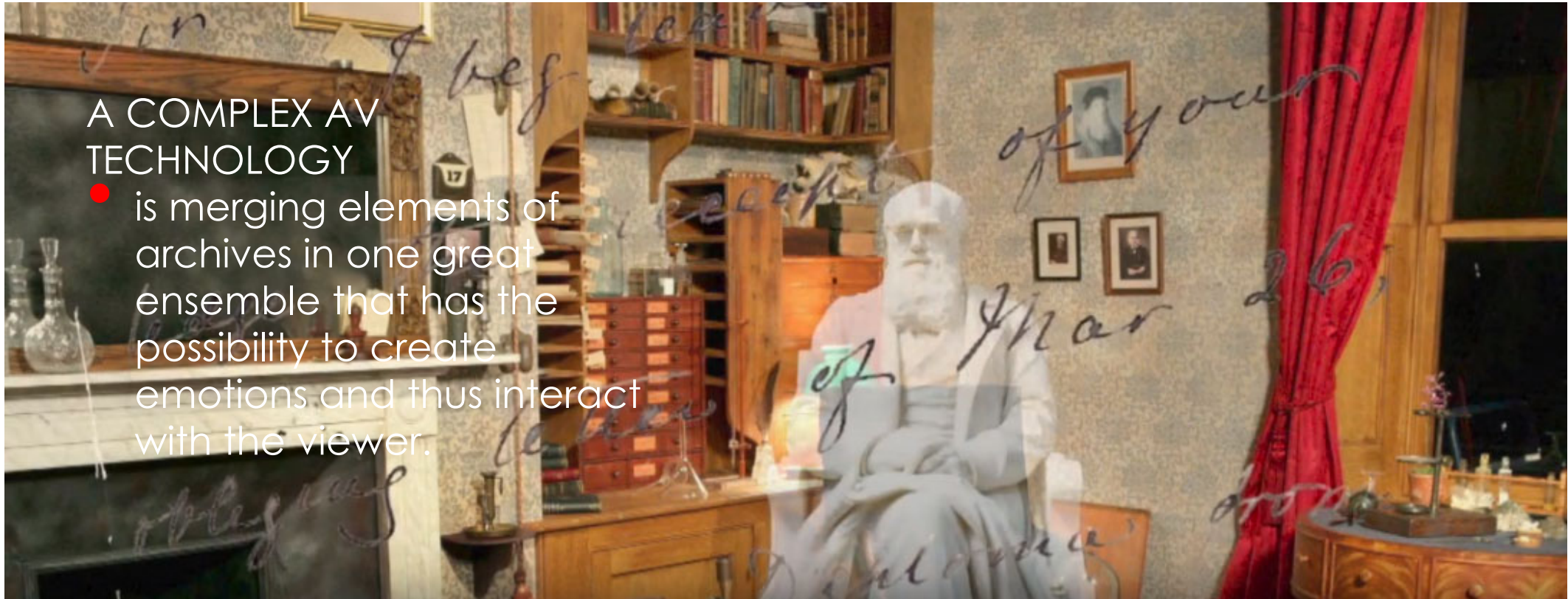
2.6.3 Heritage Games



2.6.3 Heritage Games



2.6.4 Multivision Technologies



2.6.4 Multivision Technologies

- exploit the infinite potential of static documents with unprecedented possibilities for the creation of emotions and effects



2.6.4 Multivision Technologies

- exploits the infinite potential of static documents with unprecedented possibilities for the creation of emotions and effects (photographs, documents, newspapers etc.) by enriching them with new elements and infinite possibilities;



2.6.4 Multivision Technologies



- provides the market for rich media, which otherwise would stay limited;

2.6.4 Multivision Technologies



2.6.4 Multivision Technologies



- are merging elements of archives in one great ensemble that has the possibility to create emotions and thus interact with the viewer

2.6.4 Multivision Technologies

A COMPLEX AV TECHNOLOGY

- which is merging different types of documents (fotos, texts, manuscripts, objects, voice; sound; shooting on location/studio s etc.) into meaningful subdivisions (chapters) and integrates the whole into a cultural communication project;
- is merging elements of archives in one great ensemble that has the possibility to create emotions and thus interact with the viewer.
- allow using the use of very big screens with resolutions that cannot be achieved by any other media
- exploit the infinite potential of static documents with unprecedented possibilities for the creation of emotions and effects

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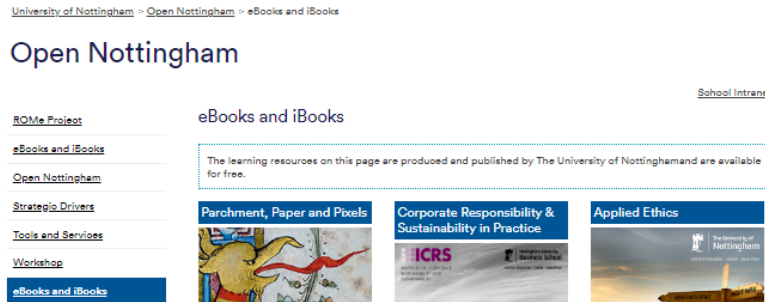
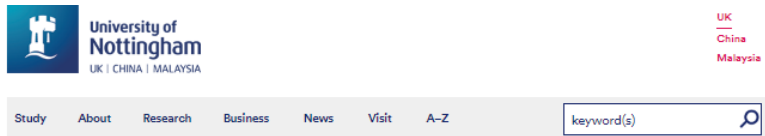
A COMPLEX AV TECHNOLOGY

- Stories presented in multivisions are not made only by documents, but by a cluster of links between each document that creates a bridge between each event, between a letter and photograph, an object and a label i.e. multiple links between different elements.

<https://vimeo.com/798110898>



2.6.5 iBooks & eBooks



eBooks and iBooks

The learning resources on this page are produced and published by The University of Nottingham and are available for free.



Parchment, Paper and Pixels provides a taster to some of the wonderful collections held by Manuscripts and Special Collections at the University of Nottingham. This eBook introduces you to a selection of archives, maps, photographs, posters and music covering the globe from Ireland to China by way of Nottingham and the Soviet Union.

Download Links

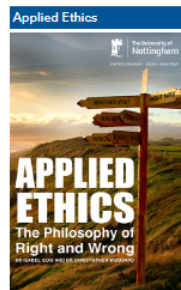
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Corporate Responsibility & Sustainability in Practice introduces readers to the key leadership competencies and practices for managing a social responsible, environmentally friendly, inclusive and ethical business.

View Links

- Preface
- Stage one
- Stage two
- Stage three



Applied Ethics: The Philosophy of Right and Wrong explores what makes our actions and beliefs right or wrong. This book is an introduction and guide to some of the pressing contemporary problems in applied ethics.

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Sustainability in the Arts and Humanities is an Open Educational Resource written by Naomi Sykes and is part of a series of online resources concerning sustainability issues and sustainable practice across disciplines.

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- Download iBook part 2



Learning for Sustainability is an Open Educational Resource written by Sarah Speight and is part of a series of online resources concerning sustainability issues and sustainable practice across disciplines.

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Looking for Myths

2.6.5 iBooks & eBooks

<https://itunes.apple.com/it/book/looking-for-myths/id1190301195?mt=11>

The United States of Europe

<https://itunes.apple.com/it/book/the-united-states-of-europe/id1260359727?mt=11>

Mazaricos. The Inner journey on the Santiago Way

<https://itunes.apple.com/us/book/id1254840124>

The Last Conspiracy

<https://itunes.apple.com/us/book/the-last-conspiracy/id1261845854?ls=1&mt=11>

The People's Verdict. Alba Iulia, 1st of December 1918

<https://itunes.apple.com/us/book/id1276583560>

The Golden Anchor. Varna, 1869

<https://itunes.apple.com/us/book/id1260626665>

Connecting Cultures. A truly Eurasian Story

<https://itunes.apple.com/us/book/connecting-cultures/id1265400693>

411 years, 11 months and 11 days

<https://books.apple.com/us/book/id1543896689>

Queen of the Seas. In the midst of the Empire

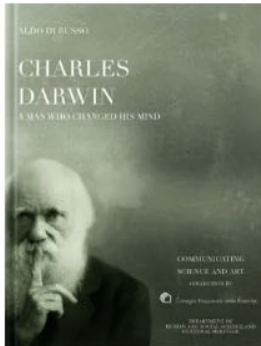
<https://books.apple.com/us/book/id1555058924>

2/12/2023

EXERCISE ON MIRO

EXERCISE 1/TUTORIAL 2/ Darwin's

STEP 1: You got a job at the prestigious Natural History Museum of Turin, Italy. Congrats, you are hired!



STEP 2: Now your curator wishes to design an exhibition on the theory of evolution

MAIN MESSAGE

British naturalist Charles Darwin was the author of the theory of biological evolution by natural selection. According to Darwin, evolution is the process through which species change over time, give rise to new species, and descend from a single ancestor.

Natural selection is the theory behind evolution put forth by Charles Darwin. Given the scarcity of resources in nature, animals with heritable features that promote survival and reproduction will typically produce more offspring than their contemporaries, leading to an increase in the frequency of such traits across successive generations. Populations change throughout time through natural selection, becoming increasingly adapted to their surroundings. Natural selection is reliant on the environment and necessitates the presence of heritable variation within a population.

STEP 3: She asks you to select a suitable audiovisual medium to communicate this theory with the public. Which medium do you think is suitable?

STEP 4: You need a basic plot. What are the main messages you have to stick to? How are you going to develop them?

What is the concept of Darwin's Theory?

The basic idea of biological evolution is that populations and species of organisms change over time. Today, when we think of evolution, we are likely to link this idea with one specific person: the British naturalist Charles Darwin.

In the 1850s, Darwin wrote an influential and controversial book called *On the Origin of Species*. In it, he proposed that species evolve (or, as he put it, undergo "descent with modification"), and that all living things can trace their descent to a common ancestor.

EXPLAIN SPECIES

Darwin also suggested a mechanism for evolution: natural selection, in which heritable traits that help organisms survive and reproduce become more common in a population over time.

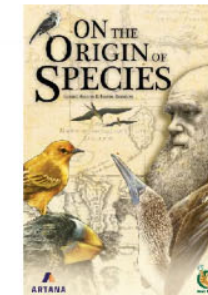
EXPLAIN HERITABLE

What has inspired Darwin to formulate his theory???

STEP 6: Write the plot

Evolution

His worldwide travels on the ship HMS Beagle



On the *Origin of Species*, Darwin's groundbreaking book, outlined his theories on natural selection and evolution. These theories were mostly based on first-hand observations made during Darwin's global travels. He participated in the HMS Beagle's survey journey from 1831 to 1836, which made stops in Australia, South America, and the southernmost tip of Africa. Darwin had the chance to observe and record the indigenous plants and animals at each of the expedition's rest breaks.

THANK YOU

NEXT:
3rd Pact4Skills TUTORIAL
Monday the 20th February 2023
14:00 CET